

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Original) A toothbrush kit, comprising:
  - a package;
  - an electric toothbrush having an elongated hollow body, a head, and a neck disposed therebetween; and
  - a plurality of decorative end caps, each of which is attachable to said hollow body to thereby customize the appearance of said electric toothbrush, wherein each of said end caps is distinct from other end caps of said plurality.
2. (Original) The toothbrush kit of claim 1, wherein said plurality of end caps includes from about 2 end caps to about 10 end caps.
3. (Original) The toothbrush kit of claim 1, wherein said hollow body of said electric toothbrush further defines an internal compartment adapted for receiving a battery, said body further defining an opening providing access into said internal compartment, and wherein each of said plurality of decorative caps are adapted to close said opening.
4. (Original) The toothbrush kit of claim 3, wherein said opening is defined opposite said head.
5. (Original) The toothbrush kit of claim 1, wherein each of said end caps is provided in the shape of an item of sports equipment.
6. (Original) The toothbrush kit of claim 5, wherein said sports equipment is non-apparel sports equipment.

7. (Original) The toothbrush kit of claim 6, wherein said non-apparel sports equipment is a ball.

8. (Original) The toothbrush kit of claim 7, wherein said ball is selected from the group consisting of a football, a baseball, a basketball, a bowling ball, a tennis ball, a golf ball, a soccer ball, and combinations thereof.

9. (Original) The toothbrush kit of claim 1, further comprising a plurality of emblems, wherein each emblem is distinct from other emblems of said plurality.

10. (Original) The toothbrush kit of claim 9, wherein each emblem represents a country.

11. (Original) The toothbrush kit of claim 9, wherein each emblem represents an athletic team.

12. (Original) The toothbrush kit of claim 9, wherein said plurality of emblems further include an adhesive for attaching said emblems to said electric toothbrush.

13. (Original) The toothbrush kit of claim 12, wherein said elongated hollow body has an outer a portion adapted for receiving at least one of said emblems.

14. (Original) A toothbrush kit, comprising:  
a package;  
an electric toothbrush having an elongated hollow body, a head, and a neck disposed therebetween; and  
a plurality of decorative emblems which can be attached to said hollow body to customize the appearance of said electric toothbrush, wherein each of said emblems is distinct from emblems of said plurality.

15. (Original) The toothbrush kit of claim 14, wherein each emblem represents an athletic team.

16. (Original) The toothbrush kit of claim 14, wherein said kit comprises between about 2 and about 10 emblems.

17. (Original) The toothbrush kit of claim 14, wherein said emblems further include an adhesive for attaching said emblems to said electric toothbrush.

18. (Original) The toothbrush kit of claim 17, wherein said elongated hollow body has an outer portion adapted for receiving at least one of said emblems.

19. (Original) The toothbrush kit of claim 14 further comprising a plurality of decorative end caps, each of which is attachable to said hollow body to thereby customize the appearance of said electric toothbrush, wherein each of said end caps is distinct from other end caps of said plurality of end caps.

20. (Original) The toothbrush kit of claim 19, wherein each of said end caps is provided in the shape of an item of sports equipment.

21. (Original) The toothbrush kit of claim 20, wherein said sports equipment is a ball.

22. (Original) The toothbrush kit of claim 21, wherein said ball is selected from the group consisting of a football, a baseball, a basketball, a bowling ball, a tennis ball, a golf ball, a soccer ball, and combinations thereof.

23. (Original) A toothbrush kit for use with an electric toothbrush having a hollow body, said kit comprising:  
a package; and

a plurality of decorative end caps, each of which is attachable to said hollow body to customize the appearance of the electric toothbrush, wherein each of said end caps is distinct from other end caps of said plurality.

24. (Original) The toothbrush kit of claim 23, wherein each of said end caps is provided in the shape of an item of sports equipment.

25. (Original) The toothbrush kit of claim 24, wherein said sports equipment is non-apparel sports equipment.

26. (Original) The toothbrush kit of claim 25, wherein said non-apparel sports equipment is a ball.

27. (Original) The toothbrush kit of claim 26, wherein said ball is selected from the group consisting of a football, a baseball, a basketball, a bowling ball, a tennis ball, a golf ball, a soccer ball, and combinations thereof.

28. (Original) The toothbrush kit of claim 23, further comprising a plurality of emblems, wherein each emblem is distinct from other emblems of said plurality.

29. (Original) The toothbrush kit of claim 28, wherein each emblem represents an athletic team.

30. (Original) The toothbrush kit of claim 28, wherein said plurality of emblems comprises between about 2 emblems and about 10 emblems.

31. (Original) The toothbrush kit of claim 28, wherein said plurality of emblems further include an adhesive for attaching said emblems to said electric toothbrush.

32. (Original) The toothbrush kit of claim 28, wherein each emblem represents a country.

33. (Original) The toothbrush kit of claim 32, wherein each emblem contains a flag.

34. (Original) The toothbrush kit of claim 28, wherein said plurality of emblems are provided on a common substrate.

35. (Original) The toothbrush kit of claim 34, wherein said substrate is provided in the form of a roll.

36. (Original) The toothbrush kit of claim 28, wherein each of said emblems of said plurality of emblems is provided on separate substrate.

37. (Original) The toothbrush kit of claim 28, wherein each of said emblems of said plurality of emblems share a common characteristic with other emblems of said plurality of emblems.

38. (Original) The toothbrush kit of claim 37, wherein said common characteristic is a distribution region.

39. (Original) The toothbrush kit of claim 37, wherein said common characteristic is a language associated with said emblems.

40. (Original) The toothbrush kit of claim 37, wherein said common characteristic is a geographical region associated with said emblems.

41. (Original) A toothbrush kit comprising:  
an electric toothbrush including a body having a first end and a second end opposite from said first end, and a brush head disposed proximate said first end, said body defining an interior battery chamber accessible at said second end;

at least one end cap, said end cap having a planar bottom surface and a generally arcuate outer surface extending from said bottom surface to an upper region of said end cap, said end cap defining an interior receiving chamber and an aperture along said upper region of said end cap, said receiving chamber and said aperture adapted to receive and engage said second end of said toothbrush;

at least one label assembly including a decorative polymeric layer removably attached to a backing layer, said polymeric layer being adapted for selective placement and retention on said body of said toothbrush; and

a package containing said toothbrush, said at least one end cap, and at least one label.

42. (Original) The toothbrush kit of claim 41 wherein said at least one end cap includes a cap representative of a sports playing ball, said at least one label assembly includes a label containing a country flag.

43. (Original) The toothbrush kit of claim 42 wherein said package includes English language text.

44. (Original) The toothbrush kit of claim 42 wherein said end cap is representative of a soccer ball.

45. (Original) The toothbrush kit of claim 41 wherein said end cap contains a planar rear wall.

46. (Original) The toothbrush kit of claim 41 wherein said at least one label assembly is loose in said package.

47. (Original) A method for customizing the appearance of a toothbrush and base assembly, said method comprising the steps of:

providing a toothbrush kit including a toothbrush, a plurality of bases each adapted to engage an end of said toothbrush and each containing markings or colorings different than the markings or colorings of other bases of said plurality of bases, and a

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plurality of adhesive labels each containing markings or colorings different than the markings or colorings of other labels of said plurality of labels;

selecting a base having a particular marking or coloring from said plurality of bases;

selecting a label having a particular marking or coloring from said plurality of labels; and

applying said selected label to said toothbrush.

48. (Original) The method of claim 47 further comprising a step of:  
engaging an end of said toothbrush with said selected base.

49-66. Canceled.